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QUINT QUESTION

By
Frederick Edwards

THE AFFAIR OF THE SCARLET BAND

By E. H. Johns



Cover: On the Cabot Trail, Cape Breton.
A natural color photograph taken for
Maclean's by Scott McEwen



100,000 enthusiastic girls are in Canada's eighth census. The Bureau of Statistics at Ottawa gets busy compiling results. Above: Some of the 1200 workers who man the battalions of machines. Below: Census producers that united it all.



Census chief R. H. Cooley and A. J. Fisher, his aide, run the staff that runs the machines.

Census

Canada is counting noses—more than eleven million of them—by mechanized arithmetic. Men ask the questions, but machines provide the answers.

PHOTO BY APRESS



Alphabetical key punch "batters" information gathered by enumerators, with holes punched in cards.



Paper punched cards the alphabetical tabulator feeds names, addresses and complete details. Above: 15,000 listings go in a paper strip 125 feet long.



Sorting punch cards — 70,000,000 of them — with a machine is faster, more accurate, than by hand.



There is a card for each person, each business, four links for signature.



The census file is a modern Document Ball — a detailed listing of Canada's population.



Endstage of the automatic equipment for tabulator. Operated by A. B. Thomson and F. Biddle of the Bureau. Right man worked three years building up of them.



Four-page punch, another of the 120 machines used. The Bureau has a staff of 500 punchers.



Face of the tabulator — Strips of punch cards are fed into the machine which counts and records the 45 different census items. Totals appearing on the face are photographed.



To ease the handling cards are photographed and "read" through a projector.

Two shoulders *to the same wheel*

When you buy a General Motors car there are several things you may take for granted.

It is a good piece of engineering, well-designed and well-made. It is a good value for the money. It will keep running years on end. When you are done with it, it feels a really modest.

Those are only highlights, yet even these involve far more than General Motors research and engineering resources, vast as they are.

They involve the skilled collaboration of thousands of local businessmen, General Motors dealers, whose job it is to bring our cars to market, and serve the customers who buy them.

Without such collaboration volume would be less and prices higher, in various spirals; research impeded, reliable repair and maintenance service hard to find, your used car a drag on the market.

Under these handicaps the automobile would never have grown to be the serviceable instrument of transportation to millions that it is today.

That is why we say that in our endeavor to give you greater value and greater satisfaction from your automobile dollar, General Motors dealers put their shoulders to the same wheel with ours.

That is why we call them partners in progress with GM, and wish the circumstances in which they live.

GENERAL MOTORS



You will enjoy your membership
in the world's most distinguished
after-shave club

AQUA VELVET

After-shave lotion in the world's most distinguished after-shave club. Aqua Velvet is a new, revolutionary after-shave lotion that gives you a smooth, velvety skin. It is the only after-shave lotion that is both a skin conditioner and a skin protectant. It is the only after-shave lotion that is both a skin conditioner and a skin protectant. It is the only after-shave lotion that is both a skin conditioner and a skin protectant.

Address: The J. C. Williams Co., (Cincinnati) 4444 E. 12th St., Cincinnati, Ohio

**WHY TRAINED WIRELESS MEN
COMMAND BIG PAY**

—and how ambitious men are
qualifying by the R.C.C. way—

Only a few months ago the R.C.C. wanted to qualify an Wireless Officer. But the world of big pay. On loan publicists, radio or Technical Agent on Radio, Television, or Radio. But the world of big pay. On loan publicists, radio or Technical Agent on Radio, Television, or Radio. But the world of big pay. On loan publicists, radio or Technical Agent on Radio, Television, or Radio.

RADIO COLLEGE OF CANADA
24 BROAD STREET, WEST, TORONTO
HAS OPEN 10 YEARS A LEADING SCHOOL IN THE COMMON

CORN RELIEF IN 1 Minute
with new super-soft Zino-pads.
Greater value than ever!

Dr. Scholl's Zino-pads

Dr. Scholl's Zino-pads are the only corn pads that are made of a soft, non-irritating material. They are the only corn pads that are made of a soft, non-irritating material. They are the only corn pads that are made of a soft, non-irritating material.

does not tell himself by the direction. A woman can get a cut with a razor, but not a cut with a razor. A woman can get a cut with a razor, but not a cut with a razor. A woman can get a cut with a razor, but not a cut with a razor.

The Quint
The Quint is a new, revolutionary after-shave lotion that gives you a smooth, velvety skin. It is the only after-shave lotion that is both a skin conditioner and a skin protectant. It is the only after-shave lotion that is both a skin conditioner and a skin protectant. It is the only after-shave lotion that is both a skin conditioner and a skin protectant.

NUGGET YOUR SHOES

NUGGET SHOE POLISH

Shoeshine for the shoe. Nugget is a new, revolutionary shoe polish that gives you a smooth, velvety skin. It is the only shoe polish that is both a skin conditioner and a skin protectant. It is the only shoe polish that is both a skin conditioner and a skin protectant. It is the only shoe polish that is both a skin conditioner and a skin protectant.

SHAVE WITH THE NEW SHAVE

Shave with the new shave. The new shave is a new, revolutionary shave that gives you a smooth, velvety skin. It is the only shave that is both a skin conditioner and a skin protectant. It is the only shave that is both a skin conditioner and a skin protectant. It is the only shave that is both a skin conditioner and a skin protectant.

The Quint Question

A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MARK IN 7 WHO SHAVES DAILY

It's the Best—No Soap—No Shave

WAKE UP YOUR LIVER BILE—

And Don't Let It Go to the Morning Glory to Go

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Face the sun *refreshed*



Under a summer sun, put your thirst in the shade...with ice-cold "Coca-Cola." The delicious taste of ice-cold "Coca-Cola" has the flavour of refreshment...complete refreshment. You will enjoy it.



You'll welcome ice-cold "Coca-Cola" just as often and as surely as thirst comes. You taste its quality,—the quality of genuine goodness. Ice-cold "Coca-Cola" gives you the taste that charms and never cloy. You get the feel of complete refreshment, buoyant refreshment. Thirst asks nothing more.